

OFFICE OF THE CHIEF INFORMATION OFFICER POLICY DIRECTIVE W-3

Date: April 2, 2003

Information Technology

NOAA Web Presence: Corporate Look and Feel

NOTICE: This publication is available at: <http://www.cio.noaa.gov>

OPR: NOAA CIO

Certified by: CIO Council

Type of Issuance: FINAL

SUMMARY OF REVISIONS: None

1. Policy: Each Chief Information Officer (CIO) for a NOAA organization shall ensure that the web assets owned or managed by that organization comply with the **mandatory** elements of *the Style Book for NOAA's Web Presence*. Each line office will establish a governing body for the establishment of additional mandatory and recommended elements within their own organizations. One member of each line office group will participate in the NOAA Web Presence Working Group which will periodically meet and update the *Style Book for NOAA's Web Presence*.

In the event of questions arising from compliance with this policy, the NOAA Web Presence Working Group will meet, evaluate, and recommend a resolution. Should any of the interested parties reject the recommendation, the NOAA CIO Council will make the final decision.

2. Purpose and Authority: NOAA derives authority for this policy from NOAA Administrative Order (NAO) 212-14 section 4.01. The purpose of this policy is to create and maintain a recognizable corporate identity for NOAA in its presence on the World Wide Web. Such an identity will foster accountability within NOAA for its presence on the Web and help the public and other members of NOAA's web user community identify the source of web content presented by NOAA.

3. Scope: This policy applies to any web asset owned or managed by a NOAA organization.
